

From: "AAF of Des Moines" <membership@aafdsm.com>
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Subject: A Letter from the AAF President

A Letter from the AAF President regarding the 2013 ADDY Awards show

March 1st, 2013

AAF of Des Moines Members and Supporters,

I would like to address a few items with regards to the recently held 2013 ADDY Awards Show on February 16th. I have received a handful of reactions to the show in the past two weeks. Reactions have been both positive and negative and have centered around two main areas: the entertainment aspect of the show and the focus on the award-winning work, or lack thereof. On behalf of the AAF of Des Moines Board of Directors, I would like to address both.

The entertainment aspect of the show, that is the intro video and the scripted parts of the show carried out by the emcee and fellow actors, was very polarizing. While we strive to find a balance of entertainment that will engage a wide spectrum of tastes, we sometime miss the mark. While I support the content that was developed for the show, I certainly understand that the style of humor was not to the level of class that some members expect. I take personal responsibility and apologize to any that were offended by jokes or skits that occurred. In 2014, it will be a goal of the ADDY Director and I to address the entertainment delivered at the show and find a mix that is both entertaining and positive in tone.

Secondly, I want the membership to know that we realize this year's show lacked the emphasis on saluting work that is the cornerstone of the ADDY Awards. We will be taking steps to ensure that next year's show and those in the future put celebrating the work first, and entertainment second. Steps will include instilling an ADDY Director who on the Board of Directors who has multiple years of experience with the show, and establishing expectations with the chosen "agency of record" at the onset of the ADDY Awards calendar.

Sincerely,

Jason M. Boucher
AAF of Des Moines President

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